

## Consumer Trust Insights Council



**Ujwal Arkalgud**

Cultural anthropologist and entrepreneur. Ujwal is the co-founder of MotivIndex, and in 2018 they launched MotivBase, the world's first AI anthropologist.

[MotivBase Blog](#)



**Tracy Irani**

Chair of the Department of Family, Youth and Community Sciences at the University of Florida. Tracy is a nationally recognized social scientist in the areas of public understanding of science and technology, crisis and risk communication, and public opinion issues analysis.

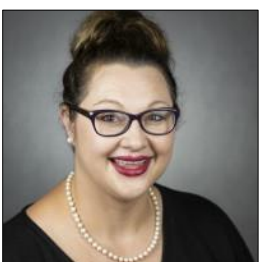
[University of Florida – Tracy Irani](#)



**Charlie Arnot**

CEO of the Center for Food Integrity and president of Look East, a consulting company. CFI is a national non-profit helping today's food system earn consumer trust.

[The Center for Food Integrity](#)



**Lauri Baker**

Associate professor of agricultural communication in the Department of Agricultural Education and Communication at the University of Florida. Lauri is a faculty member of the Center for Public Issues in Education.

[University of Florida PIE Center](#)



### **Nick Fereday**

Senior Analyst - Consumer Foods, RaboResearch. Nick covers research on the North American value-added processing sector and writes a regular newsletter.

[Talking Points Newsletter](#)



### **Terry Fleck**

Executive director of The Center for Food Integrity. Terry has been with CFI since 2007, working to create a more transparent food system.

[The Center for Food Integrity](#)



### **David Hughes**

Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the Royal Agricultural University, U.K. As “Dr. Food”, he is a speaker at international conferences and seminars on global food industry issues, particularly consumer and retail trends.

[Professor David Hughes](#)



### **Jayson Lusk**

Distinguished Professor and Head of the Department of Agricultural Economics at Purdue University. Jayson is an author and a food and agricultural economist who studies what we eat and why we eat it.

[Jason Lusk Blog](#)



**Carl Persson**

Senior Director, Global Cross-Category Consumer Insights at PepsiCo.

[PepsiCo](#)



**Kevin Ryan**

Founder of Malachite Strategy and Research. Kevin has almost 20 years of experience leading innovation and strategy at General Mills and Amazon and advanced degrees in food science and food anthropology.

[Malachite Strategy and Research](#)



**Susan Schwallie**

Executive Director of the NPD Group Food and Beverage. Susan has worked across a variety of North American CPG clients translating insights about how Americans eat into action for marketing, culinary, and corporate strategy professionals.

[NPD Insights](#)